



A Scientific Look at B2B Buying in the Age of AI



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CaliberMind
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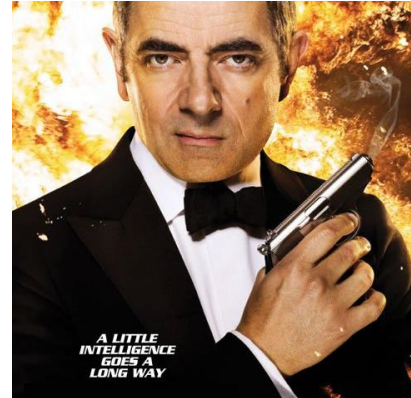
Agenda

- Intro
- From Analytics to AI
- State of Marketing AI
- Impact of AI on B2B Conversion Rate
- Collect the Dots/ Connect the Dots – The Rise of Customer Data Platforms
- AIM Use Case 1: Segment -> ICP -> Persona
- AIM Use Case 2: Persona to Content Matching
- AIM Use Case 3: Buyer Journey Orchestration
- AI Marketing Vendor Evaluation

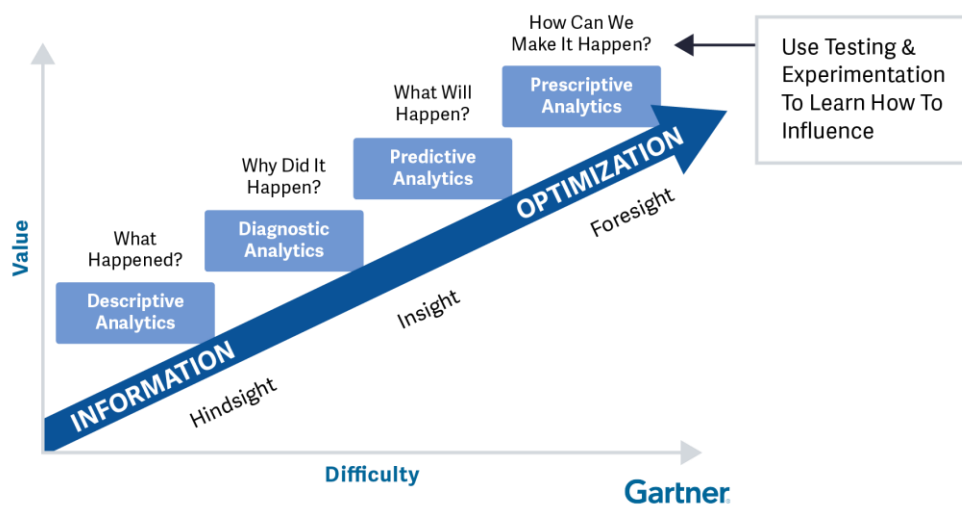


About Me

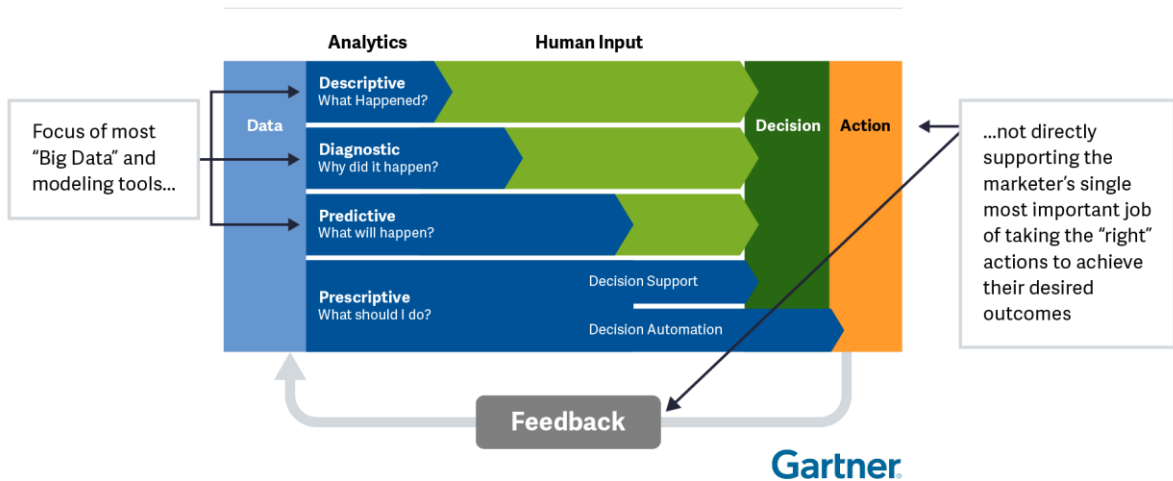
- Co-Founder & CEO @CaliberMind (B2B Ops & Analytics firm)
- Former intelligence officer (SIGNIT)
- 2x entrepreneur
- Product guy (@Tapinfluence, @FullContact)
- Marketing technologist
- Startup mentor @Techstars)



Why Legacy Analytics Tools Are Failing Marketers



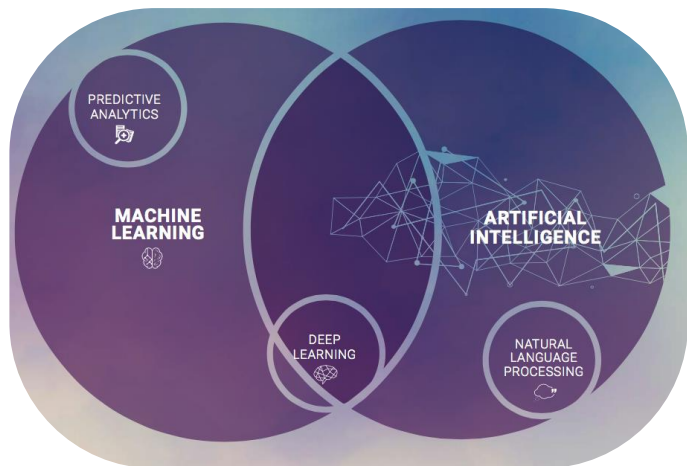
The Analytics Continuum



Rise of AIM

Which Technologies are Ready for Marketers Now?

- Natural Language Processing
- Machine Learning
- Predictive Analytics
- Deep Learning



Amara's Law

We tend to overestimate the effect of a technology in the short run
and underestimate the effect in the long run

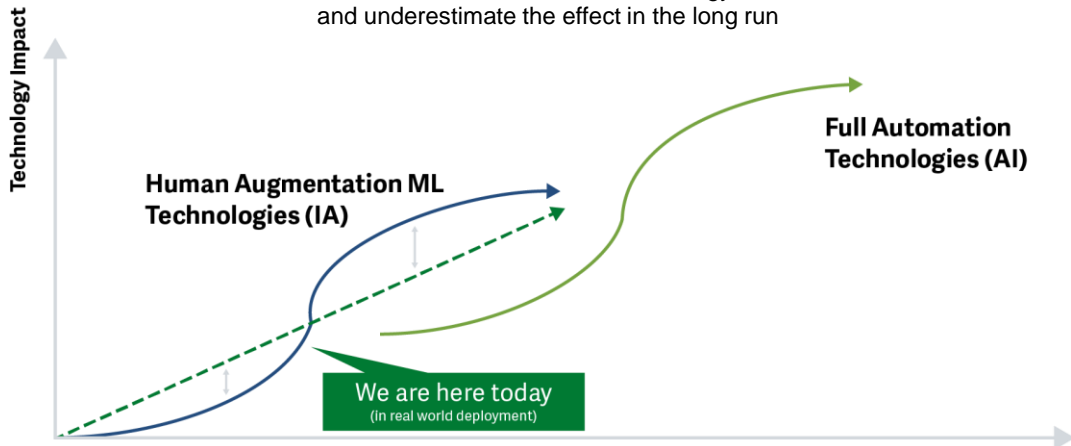
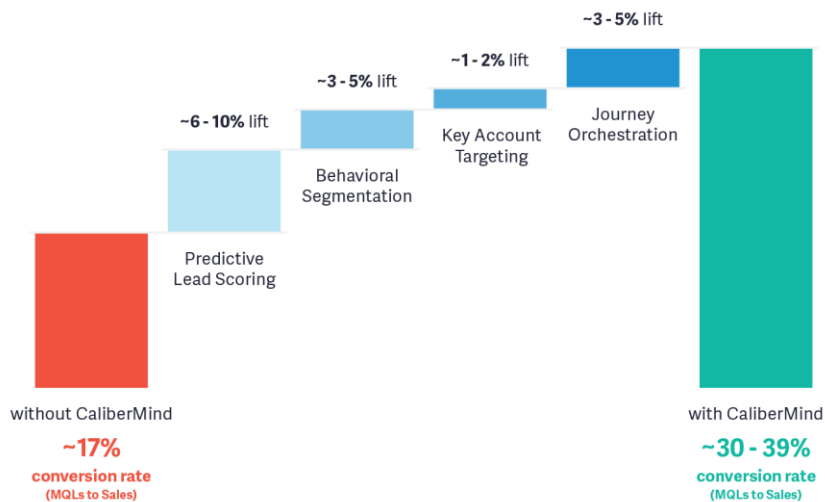
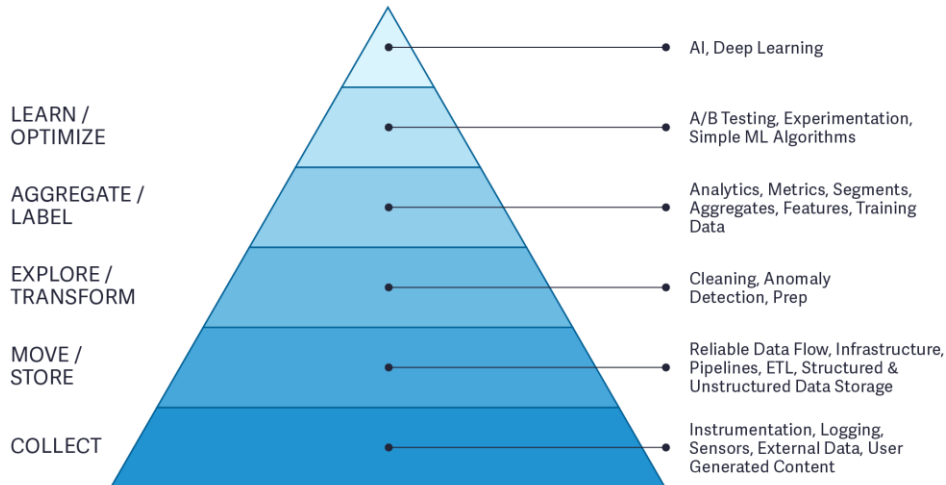


Image credit: Anupam Rastogi

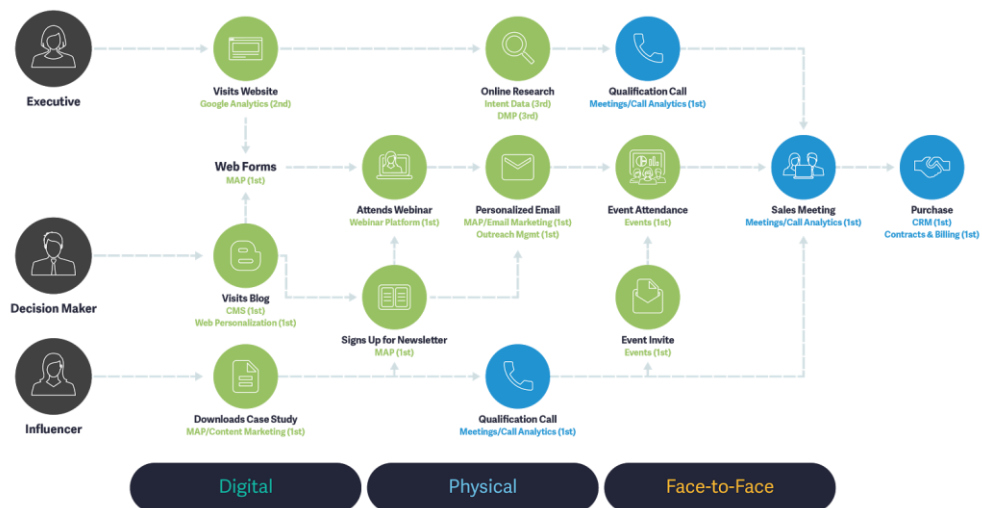
The Impact of AI on B2B Conversion Rate



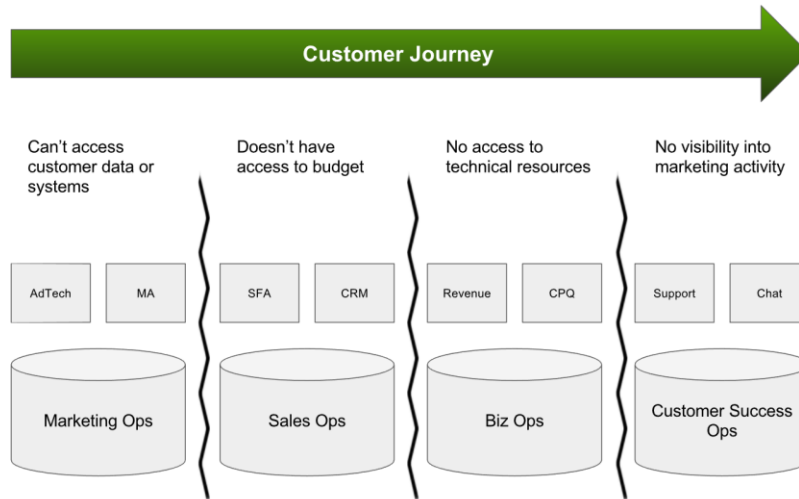
The Data Science Hierarchy of Needs



B2B Buyer Journey



Siloed Data is Your Enemy

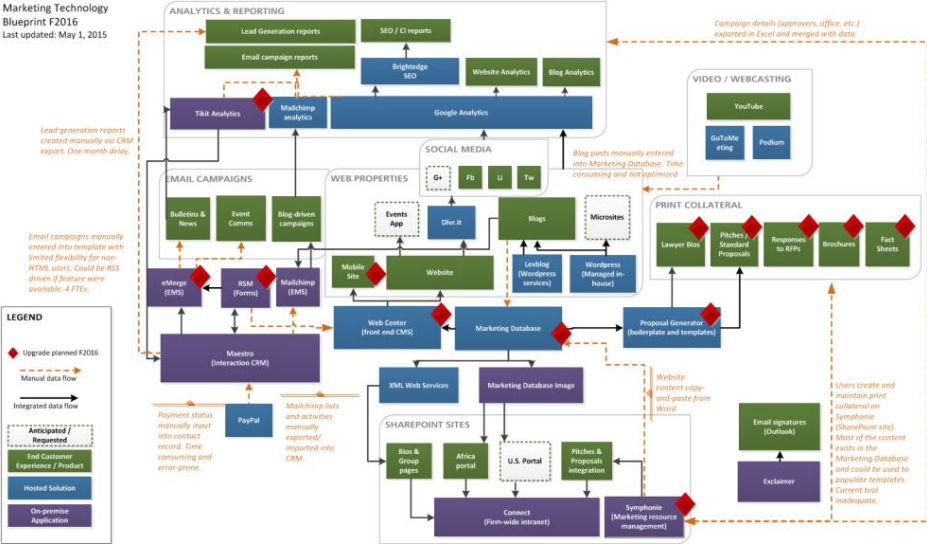


Disconnected Tech is Your Enemy

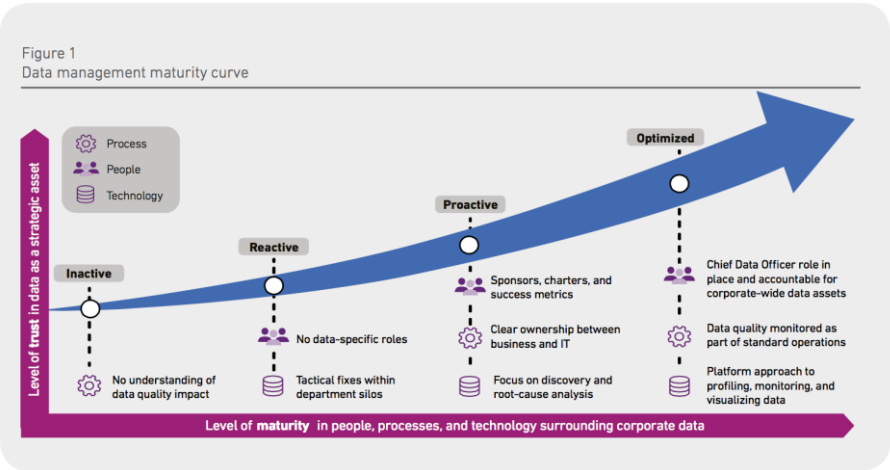
1		Microsoft Office 365 OneDrive for Business	Cloud Storage	11		Dropbox	Cloud Storage
2		Microsoft Office 365 Outlook.com	Webmail	12		LinkedIn	Social
3		Facebook	Social	13		Box	Cloud Storage / Collaboration
4		Google Drive	Cloud Storage	14		Salesforce	CRM / SFA
5		Twitter	Social	15		Slack	Collaboration
6		Google Gmail	Webmail	16		Microsoft Live Outlook	Webmail
7		iCloud	Cloud Storage	17		Microsoft Live OneDrive	Cloud Storage
8		Skype	Collaboration	18		ServiceNow	Infrastructure
9		Cisco WebEx	Collaboration	19		Microsoft Office 365 SharePoint	Collaboration
10		YouTube	Consumer	20		Microsoft Power BI	Business Intelligence

Category	# Per Enterprise
Marketing	91
HR	90
Collaboration	70
Finance / Accounting	60
CRM / Sales	43
Software Development	41
Productivity	37
Social	30
Cloud Storage	27
IT Service / Application Management	25

Source: Mary Meeker, 2017

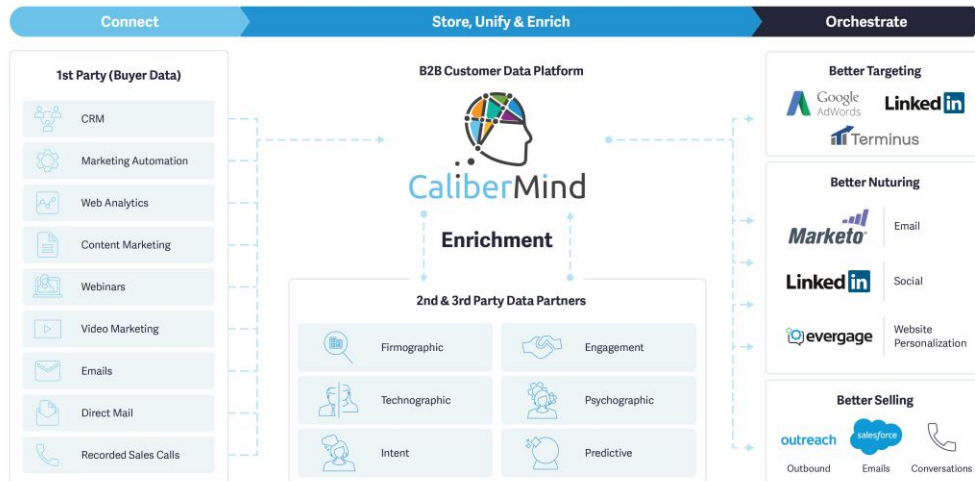


If You Are Not Good at Data, You are Not Ready for AI

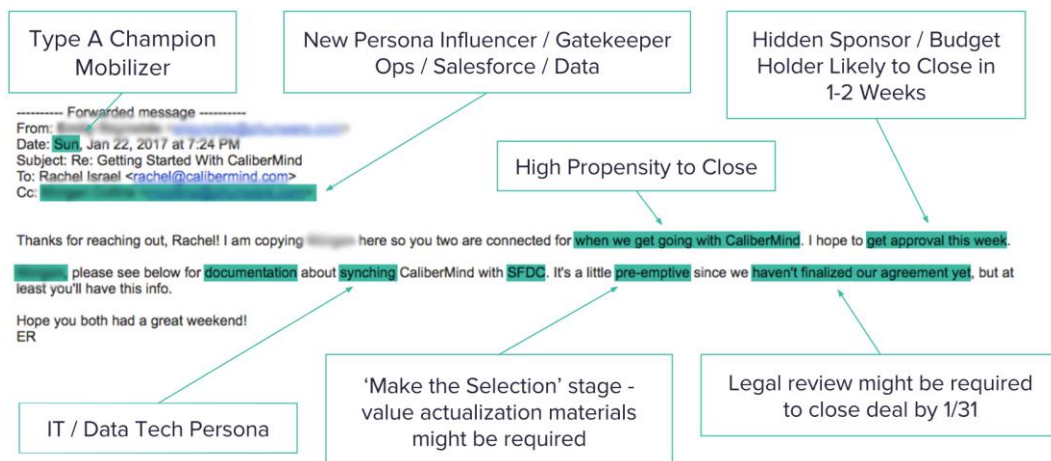


Source: Experian, 2016

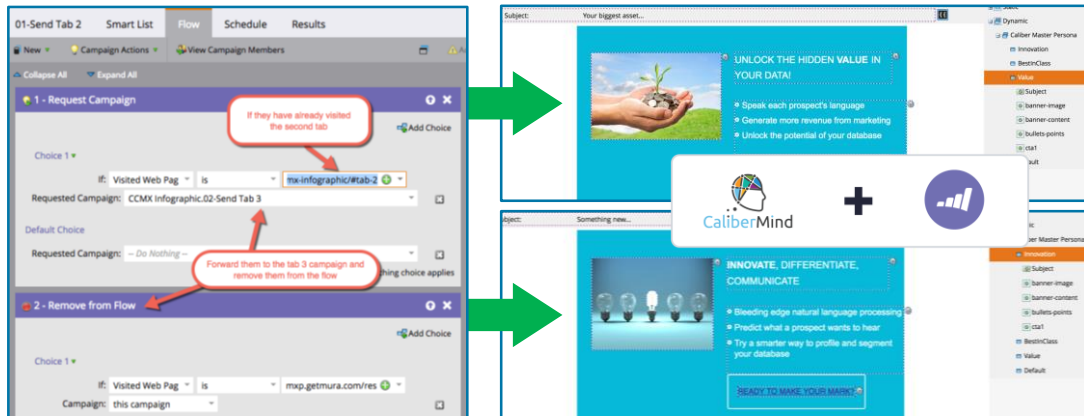
Step 1: Get Better with Data – Install a Customer Data Platform



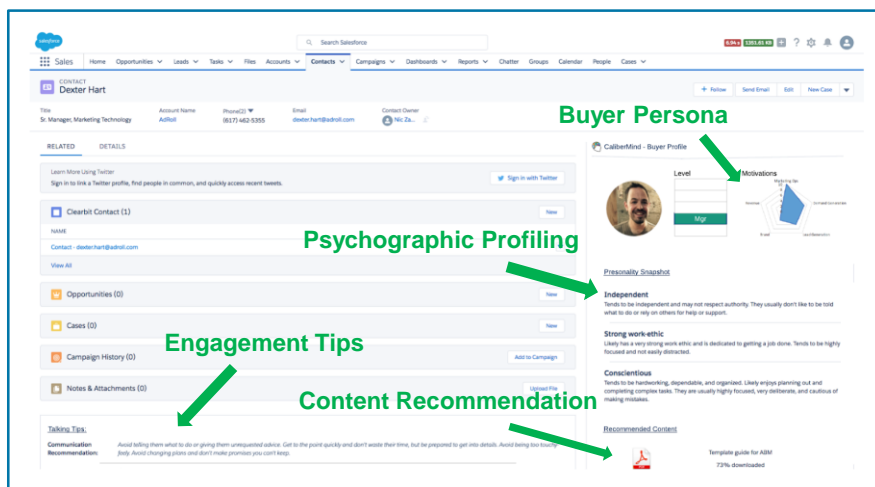
Step 2: Use AI/ NLP to Analyze Unstructured Data (80% of Customer Behavior)



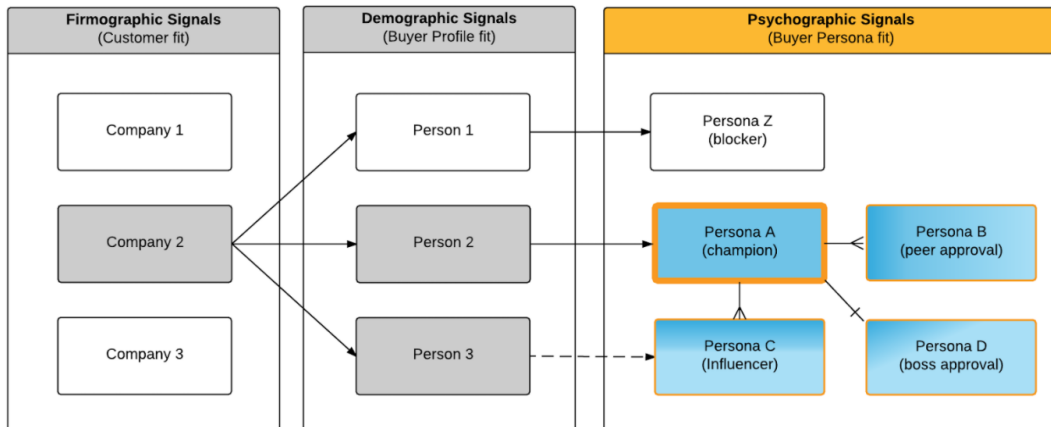
Step 3: Move from Rule-Based to Machine Informed Marketing



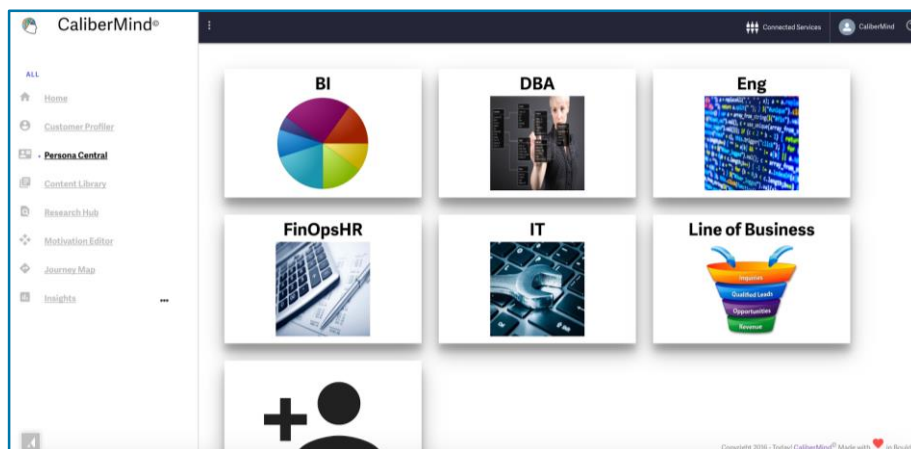
From Rule-Based to Machine Informed Marketing



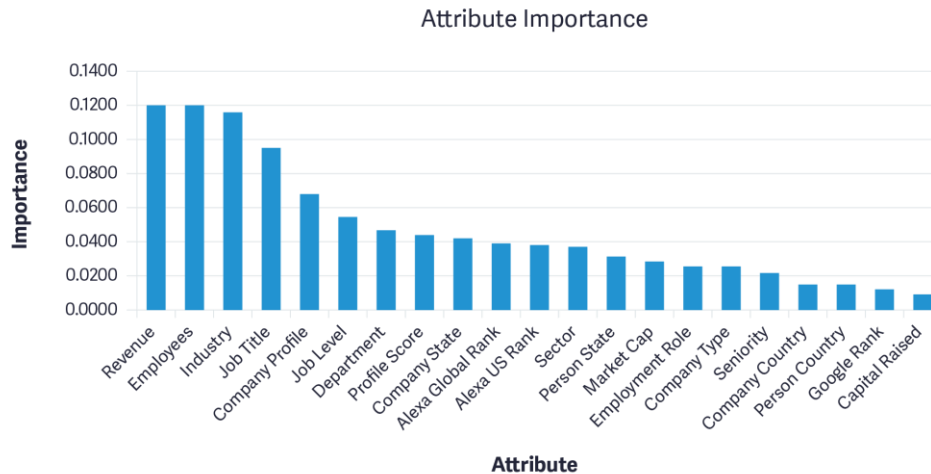
AIM Use Case: Segment / ICP/ Persona



AIM Use Case: Segment / ICP/ Persona



AIM Use Case: ICP / Account Scoring

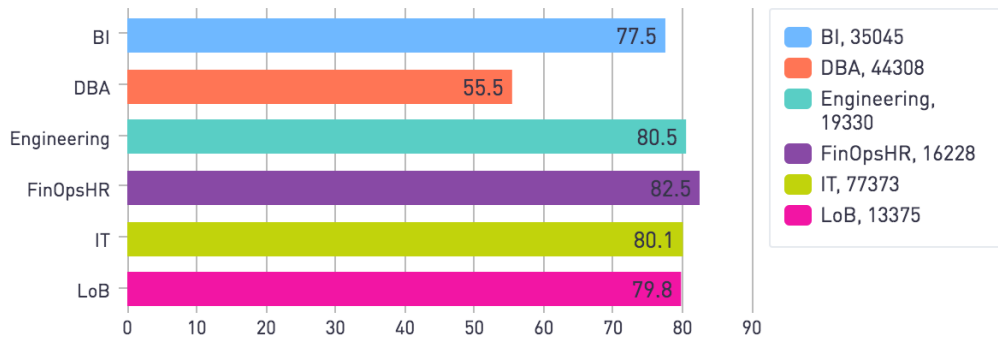


AIM Use Case: ICP Score

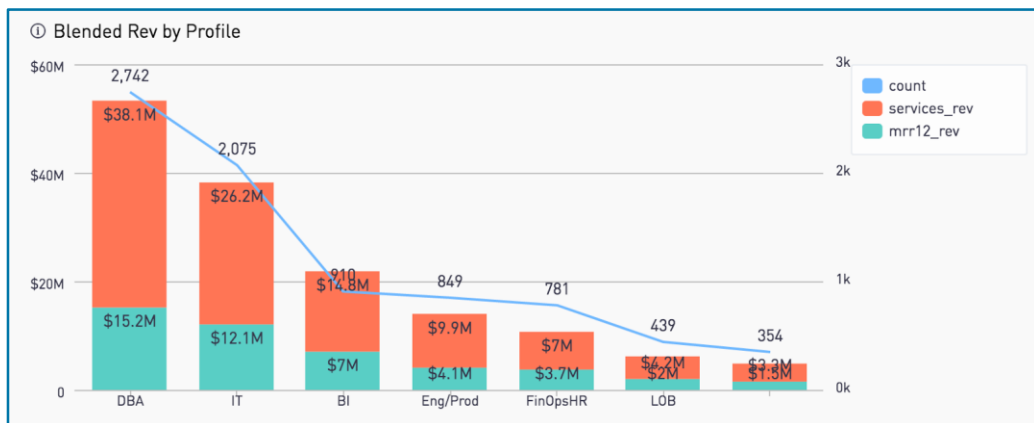
Profile Samples				
WEBSITE	TITLE	CUSTOMER LTV	CM PROFILE C	CM PROFILE SCORE C
arrow.com	Manager, Oracle EBS Development	2603818	DBA	67
arrow.com	Chief Information Officer (EMEA Global Components)	2603818	BI	100
arrow.com	Manager, Systems Support	2603818	IT	100
arrow.com	Manager, Oracle Applications & Database Administration	2603818	DBA	100
arrow.com	Director, CRM Programs	2603818	FinOpsHR	100
arrow.com	Manager, IT Applications	2603818	DBA	67
arrow.com	Software Architect	2603818	Eng/Prod	67
arrow.com	Senior Manager, IT Finance & Business Intelligence	2603818	DBA	67
arrow.com	VP and Division CIO	2603818	BI	100
arrow.com	IT Software Systems Engineer	2603818	IT	67
arrow.com	Manager, IT Applications Development	2603818	DBA	67
arrow.com	Manager, Database Administration	2603818	DBA	100
arrow.com	Director, IT Oracle Applications	2603818	DBA	67
arrow.com	Manager of DBA Group	2603818	DBA	100
probuild.com	Director, Data Center Operations	1071000	FinOpsHR	100
probuild.com	Manager, Software Configuration	1071000	DBA	67

AIM Use Case: ICP Score

CM Profile ICP Match Avg.



AIM Use Case: Propensity to Buy / ICP Impact on \$ACV





AIM Use Case: From ICP to Personas

Profile (priority)	Company Profile	Title Examples	Role Summary / Motivations
BI (2)	Enterprise & MM (>200M)	CIO Director of BI Head of Insights and Strategy	<ul style="list-style-type: none"> Focused on reporting Reports to C-Suite Responsible for business metrics
DBA (1)	Enterprise & MM (>200M)	Lead DBA Database Administrator	<ul style="list-style-type: none"> Values data integrity Wants to expand capabilities
Engineering (3)	Enterprise & MM (>200M)	CTO Dir. Engineering Head of Product Management	<ul style="list-style-type: none"> Software is strength Ultimately responsible for delivering functioning, client-facing product
Financial/ Ops/ HR (5)	Enterprise & MM (>200M)	COO Dir. HR Dir. Finance	<ul style="list-style-type: none"> Focused on Revenue & Analytics Wants to demonstrate contribution to efficiency (\$ saved)
IT (4)	Enterprise & MM (>200M)	Dir. IT Mgr Information Systems	<ul style="list-style-type: none"> Hardware is strength Responsible for security Multi-hat role
LOB (6)	Enterprise & MM (>200M)	VP. Biz Dev Dir. Marketing	<ul style="list-style-type: none"> Could be champion for right DV product Wants to demonstrate contribution to revenue acquired (\$ earned)



AIM Use Case: Content / Next Best Recommendation

Connected Services | Help

SOURCE RAW TEXT

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Home > Blog > Pricing Database Hosting Services – Amazon AWS, Microsoft Azure and Google Cloud

Pricing Database Hosting Services – Amazon AWS, Microsoft Azure and Google Cloud

By Eric Russo | In Amazon Web Services, Application Management, Cloud Computing | May 25th, 2017

The movement of data centers into warehouses in the cloud is one of the great tech stories of our time. Giant database providers Amazon Web Services, Microsoft Azure, and Google Cloud Platform have dramatically reduced the cost of data storage, making the gathering and analysis of Big Data a possibility for even small and medium enterprises. To help enterprises make those cloud computing decisions, DataVail has just released a white paper: Comparing Database Services Within the Leading Public Clouds. This post is a summary of the pricing information in the white paper.

Pricing cloud database hosting is not a clear-cut proposition. While gigantic savings are there compared with building and maintaining your own data centers, cloud pricing is structured so differently for each of the providers that it is difficult to compare. For example, Amazon AWS rewards customers for reserving instances years in advance and paying for them in advance. Google Cloud, on the other hand, builds the discounts in automatically, so that the greater your runtime, the deeper your discount. It's not easy to compare those two pricing systems, but that hasn't kept us from trying.

Below is a guide to key variables in pricing Amazon AWS, Microsoft Azu.



AIM Use Case: Content / Next Best Recommendation

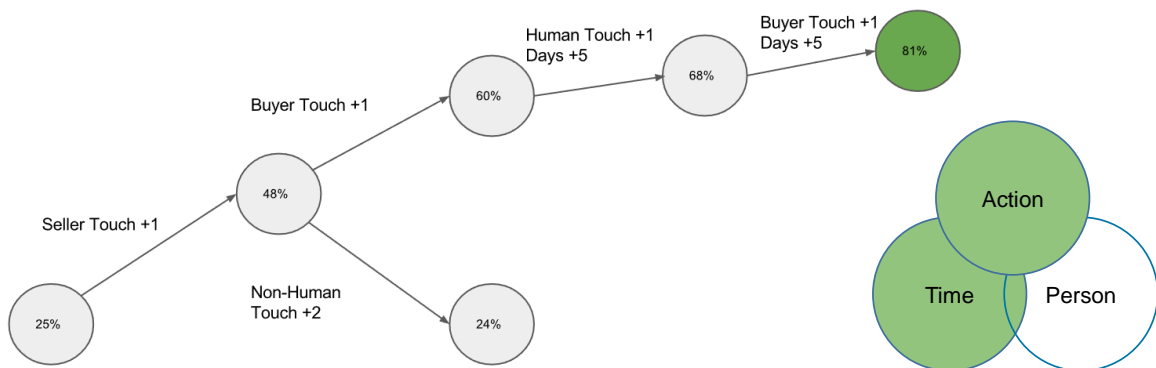
demo

Training Content Crawl - Kapost Crawl

URL	BI	IT
HTTPS://CG/MEET-SPLUNK/	0.0078	0.9646
HTTP://PENGINE.COM/BLOG/THE-BENEFITS-OF-USING-MICROSOFT-AZURE-WITH-SHAREPOINT-2016/	0.0154	0.9429
HTTP://PENGINE.COM/BLOG/MIGRATING-DATABASES-OVER-TO-AZURE-SQL-DATABASE/	0.0105	0.9421
HTTP://PENGINE.COM/BLOG/THE-BENEFITS-OF-USING-MICROSOFT-AZURE-WITH-SHAREPOINT-2016/	0.0153	0.9411
HTTPS://CG/PRICING-DATABASE-HOSTING-SERVICES-AMAZON-AWS-MICROSOFT-AZURE-AND-GOOGLE-CLOUD/?SUBSCRIBE=OPTED_OUT	0.0169	0.9203
HTTPS://CG/PROVISIONING-SQL-SERVER-ON-AZURE-VM/?SUBSCRIBE=SUCCESS	0.018	0.9141
HTTPS://CG/TRY-SPLUNK-FOR-DATABASE-MONITORING/	0.0231	0.9118
HTTPS://CG/SHAREPOINT-INSECURITY/	0.0179	0.9093
HTTPS://CG/FINDING-THE-BEST-VALUE-MICROSOFT-AZURE-SQL-DATABASES-VS-AMAZON-RDS/?SUBSCRIBE=SUCCESS	0.0127	0.9091
HTTPS://CG/WINDOWS-AZURE-BACKUP-SERVICE-RELEASED/	0.0116	0.9089
HTTPS://CG/ROW-LEVEL-SECURITY-NEVER-GOT-THIS-EASY-WITH-SQL-SERVER-2016/	0.0339	0.8905
HTTP://PENGINE.COM/BLOG/SECURITY-VALIDATION-AND-PASSWORD-EXPIRATION-IN-MYSQL-5-7/	0.0205	0.8902
HTTPS://CG/SPLUNK-CONTINUES-TO-CLIMB/	0.0201	0.8819
HTTPS://CG/SHORTCUT-TO-FIXING-A-CORRUPTED-ORACLE-INVENTORY/?SUBSCRIBE=SUCCESS	0.0272	0.8756
HTTPS://CG/AZURE-SQL-DATABASES-2-LESSER-KNOWN-CAPABILITIES/	0.0182	0.8726
HTTP://CG-AZURE%20SQL%20DATABASE%20ALERTING&FORM=MB1078&MKT=EN-IE&SETLANG=EN-GB	0.0411	0.859
HTTPS://CG/ORACLE-SECURE-BACKUPS-TO-S3-ON-10G/	0.0241	0.8521
HTTP://ERTISE/SHAREPOINT	0.0219	0.8467
HTTP://EGORY-BLOG/SHAREPOINT	0.0219	0.8467
HTTP://ERTISE/ORACLE-APPLICATIONS/SPLUNK-INTEGRATION	0.0178	0.8436

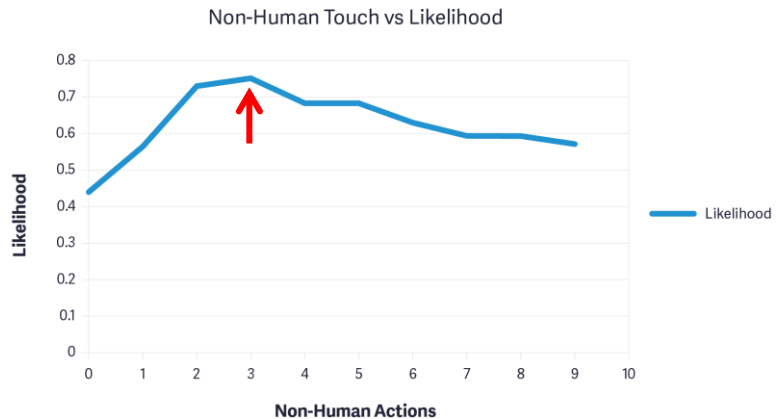
AIM Use Case: Buyer Journey Orchestration

Customer	Deal Days	Buyer Touches	Seller Touches	Human Touches	Non-Human Touches	Deal Count	Buyer Count	Velocity	Likelihood
Kaplan	45	1	3	4	3	3	4	2647	93%
CenturyLink	10	0	0	0	0	0	1	0	25%
Acosta	67	4	3	4	8	2	3	6300	59%



AIM Use Case: Buyer Journey Orchestration

- What happens to value of sales velocity if I increase a seller action through increasing outbound sales effort?
- Can I decrease time to closure through aggressive email marketing campaign that increase non-human actions?



Questions for an AI Marketing Vendor

- What stages of the marketing process would still be managed by humans, and what is handled by your machine?
- Can I set guard rails to protect brand and customer experience?
- What kinds of data can your system ingest?
- What channels can your system optimize?
- What aspects of campaign management does your system optimize?
- Can a BI analyst or data scientist drill-down or export data for offline analysis and modeling?
- Does the AI platform proactively surface insights that would not be intuited through human analysis?

CaliberMind – B2B Ops & Analytics

- A Customer Data Platform for B2B
- 1-click integrations to >100 marketing & sales tools
- MAP Migration
- CRM Integration
- Data cleansing
- Lead Score Reporting & Analysis
- Dashboard planning & implementation
- Campaign reporting & attribution



Find Hidden Revenue in Your Data – FREE Data Check:
Calibermind.com/datacheck

Ask me *anything* at the Post-Presentation Huddle!

raviv@calibermind.com | @ravivturner

Thank You!